FSC-49-A	3/3/97
SUBJECT: Food and Drug Administration Proposed Regulations	

DISTRIBUTION:

X AVP	X KAM	___ DM
X RSM	X AM	___ RM
X RBM	X AE	___ SALES REP
X ROM		___ RETAIL REP

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There have been numerous questions regarding the Food and Drug Administration proposed regulations concerning the sale, display and advertising of our products at retail.

As of February 28, 1997, the only FDA regulations in effect are those associated with the sale of cigarettes or smokeless tobacco to anyone under the age of 18. The other proposed regulations relative to promotion, display and advertising are not scheduled to go into affect until later this year.

However, there have been several reported instances of state and local proposed ordinances which are designed to regulate the industry. Under no circumstances should you alter your activities regarding these ordinances until we receive proper legal advice and direction from our Legal Department.

Upon learning of any such local proposed ordinances (we have sufficient information relative to state proposals) which attempt to regulate our industry, you should follow these procedures:

- Notify your local RJR manager. (Do not call any department or individual in Winston-Salem.) If at all possible, obtain written documentation verifying the ordinance. Mail, or preferably fax, it to your Manager who in turn will forward to Winston-Salem.
- The RJR manager should notify his/her Area Manager of Operations.
- We should not alter our activities regarding these proposed ordinances until you receive direction from your Area Manager of Operations.

As you know, the industry has challenged in court the FDA's authority to regulate tobacco. We have every confidence in our legal position.

R. J. REYNOLDS TOBACCO COMPANY

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Source: https://www.industrydocuments.ucsf.edu/docs/xmbn0000